



ORDER

Flight Dates **10/05/12-10/08/12**

Contract / Revision **313521 /** Product **Flake for AZ Senate / NRSC**

Original Date / Revision 10/01/12 10/01/12 Agency Com 15%

Advertiser **NRSC - Flake / Republican /** Billing Contact

Agency **Smart Media Group**
Buying Contact
814 King Street - Suite 400
Alexandria, VA 22314-3039

Primary Account Executive
Dave Lombardo

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:13:00
Estimate # **C05C08**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Account Executive Order% Start Date End Date
Dave Lombardo 100%
Tanya Winscott %

Order Share 15% Market Value 108833

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| KASW | % | 0 |
| KDRX | % | 0 |
| KPHO | 18% | 19590 |
| KPNX | 19% | 20678 |
| KPPX | % | 0 |
| KSAZ | 24% | 26120 |
| KTVK | 24% | 26120 |
| KTVW | % | 0 |
| KUSK | % | 0 |
| KUTP | % | 0 |
| UNKWN | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 46 | \$13,876.25 | \$16,325.00 | 0.00 | 10/01/12 | 10/08/12 | 46 | \$13,876.25 | \$16,325.00 |
| Totals | 46 | \$13,876.25 | \$16,325.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|-------------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|----------|--------|----------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | KNXV | 10/05/12 | 10/05/12 | M-F 11am-12pm ABC15 News at 11AM | CM | 11am-12pm | ----F-- | :30 | 2 | \$100.00 | P-6 | 0.00 NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | 2 | | \$100.00 | | 0.00 | | | | |
| N 2 | KNXV | 10/08/12 | 10/08/12 | M-F 11am-12pm ABC15 News at 11AM | CM | 11am-12pm | M----- | :30 | 2 | \$100.00 | P-6 | 0.00 NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | 2 | | \$100.00 | | 0.00 | | | | |
| N 3 | KNXV | 10/05/12 | 10/05/12 | | CM | 430pm-5pm | ----F-- | :30 | 1 | \$150.00 | P-6 | 0.00 NM | 1 | \$150.00 |



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Contract / Revision **313521** Flight Dates **10/05/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:13:00

Advertiser **NRSC - Flake / Republican** Product **Flake for AZ Senate / NRSC** Estimate # **C05C08**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | | | M-F 430pm-5pm M-F 430pm-5pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | ----F-- | | | | | 1 | \$150.00 | | 0.00 | | | |
| N 4 | KNXV | 10/08/12 | 10/08/12 | M-F 430pm-5pm M-F 430pm-5pm | CM | 430pm-5pm | M----- | :30 | 1 | \$225.00 | P-6 | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | M----- | | | | | 1 | \$225.00 | | 0.00 | | | |
| N 5 | KNXV | 10/07/12 | 10/07/12 | SU 430pm-5pm SU 430pm-5pm | CM | 430pm-5pm | -----S | :30 | 1 | \$100.00 | P-6 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -----S | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 6 | KNXV | 10/05/12 | 10/05/12 | M-F 5-6am M-F 5-6am | CM | 5am-6am | ----F-- | :30 | 1 | \$75.00 | P-6 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | ----F-- | | | | | 1 | \$75.00 | | 0.00 | | | |
| N 7 | KNXV | 10/08/12 | 10/08/12 | M-F 5-6am M-F 5-6am | CM | 5am-6am | M----- | :30 | 1 | \$75.00 | P-6 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | M----- | | | | | 1 | \$75.00 | | 0.00 | | | |
| N 8 | KNXV | 10/05/12 | 10/05/12 | M-F 6-7am M-F 6-7am | CM | 6am-7am | ----F-- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | ----F-- | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 9 | KNXV | 10/08/12 | 10/08/12 | M-F 6-7am M-F 6-7am | CM | 6am-7am | M----- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | M----- | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 10 | KNXV | 10/05/12 | 10/05/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | ----F-- | :30 | 4 | \$250.00 | P-3 | 0.00 | NM | 4 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | ----F-- | | | | | 4 | \$250.00 | | 0.00 | | | |
| N 11 | KNXV | 10/08/12 | 10/08/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | M----- | :30 | 4 | \$250.00 | P-3 | 0.00 | NM | 4 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | M----- | | | | | 4 | \$250.00 | | 0.00 | | | |
| N 12 | KNXV | 10/06/12 | 10/06/12 | Sa 6-7am GMA Sa 6-7am Good Morning , | CM | 6am-7am | -----S- | :30 | 2 | \$100.00 | P-3 | 0.00 | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -----S- | | | | | 2 | \$100.00 | | 0.00 | | | |
| N 13 | KNXV | 10/07/12 | 10/07/12 | Su 6-7am GMA Su 6-7am Good Morning , | CM | 6am-7am | -----S | :30 | 2 | \$100.00 | P-3 | 0.00 | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -----S | | | | | 2 | \$100.00 | | 0.00 | | | |
| N 14 | KNXV | 10/07/12 | 10/07/12 | Su 8-9am ABC This Week | CM | 8-9am | -----S | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -----S | | | | | 1 | \$750.00 | | 0.00 | | | |
| N 15 | KNXV | 10/05/12 | 10/05/12 | M-F 4pm-430pm 4PM News | CM | 4pm-430pm | ----F-- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



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Print Date: 10/02/12

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Contract / Revision **313521** Flight Dates **10/05/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:13:00

Advertiser **NRSC - Flake / Republican** Product **Flake for AZ Senate / NRSC** Estimate # **C05C08**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|------------------------------------|-------|---------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|----------|
| | | | | | | | | | | | | | | Spots | Amount |
| N15 | KNXV | 10/05/12 | 10/05/12 | M-F 4pm-430pm 4PM News | CM | 4pm-430pm | ----F-- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| N16 | KNXV | 10/08/12 | 10/08/12 | M-F 4pm-430pm 4PM News | CM | 4pm-430pm | M----- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| N17 | KNXV | 10/05/12 | 10/05/12 | M-F 5pm-530pm M-F 5pm-530pm | CM | 5pm-530pm | ----F-- | :30 | 1 | \$550.00 | P-3 | 0.00 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | | 1 | \$550.00 | | 0.00 | | | |
| N18 | KNXV | 10/08/12 | 10/08/12 | M-F 5pm-530pm M-F 5pm-530pm | CM | 5pm-530pm | M----- | :30 | 1 | \$550.00 | P-3 | 0.00 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | | 1 | \$550.00 | | 0.00 | | | |
| N19 | KNXV | 10/05/12 | 10/05/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | ----F-- | :30 | 1 | \$550.00 | P-3 | 0.00 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | | 1 | \$550.00 | | 0.00 | | | |
| N20 | KNXV | 10/08/12 | 10/08/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | M----- | :30 | 1 | \$550.00 | P-3 | 0.00 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | | 1 | \$550.00 | | 0.00 | | | |
| N21 | KNXV | 10/06/12 | 10/06/12 | Sa 4pm/5pm News Sa 4pm/5pm News | CM | 4-430p/5-530p | -----S- | :30 | 1 | \$200.00 | P-6 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | | | | | 1 | \$200.00 | | 0.00 | | | |
| N22 | KNXV | 10/07/12 | 10/07/12 | Su 5pm News SU 5pm-530pm News | CM | 5pm-530pm | -----S | :30 | 1 | \$200.00 | P-6 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S | | | | | 1 | \$200.00 | | 0.00 | | | |
| N23 | KNXV | 10/05/12 | 10/05/12 | Jimmy Kimmel Live Jimmy Kimmel | CM | 1102p-1206a / 103- | ----F-- | :30 | 2 | \$200.00 | P-3 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | | 2 | \$200.00 | | 0.00 | | | |
| N24 | KNXV | 10/08/12 | 10/08/12 | Jimmy Kimmel Live Jimmy Kimmel | CM | 1102p-1206a / 103M- | ----- | :30 | 2 | \$200.00 | P-3 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | | 2 | \$200.00 | | 0.00 | | | |
| N25 | KNXV | 10/06/12 | 10/06/12 | SA 1035pm-1135pm SA 1035-1135pm | CM | 1035pm-1135pm | -----S- | :30 | 1 | \$100.00 | P-6 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N26 | KNXV | 10/05/12 | 10/05/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | ----F-- | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | | 1 | \$850.00 | | 0.00 | | | |
| N27 | KNXV | 10/08/12 | 10/08/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | M----- | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



KNXV

Print Date: 10/02/12

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Contract / Revision **313521** Flight Dates **10/05/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:13:00

Advertiser **NRSC - Flake / Republican** Product **Flake for AZ Senate / NRSC** Estimate # **C05C08**

| | | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|----------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N27 | KNXV | 10/08/12 | 10/08/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | M----- | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | | 1 | \$850.00 | | 0.00 | | | |
| N28 | KNXV | 10/06/12 | 10/06/12 | SA 10-1035pm 10pm News | CM | 10pm-1035pm | -----S- | :30 | 1 | \$300.00 | P-6 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | | | | | 1 | \$300.00 | | 0.00 | | | |
| N29 | KNXV | 10/07/12 | 10/07/12 | SU 10-1035pm 10pm News | CM | 10pm-1035pm | -----S | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S | | | | | 1 | \$850.00 | | 0.00 | | | |
| N30 | KNXV | 10/05/12 | 10/05/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | ----F-- | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | | 1 | \$900.00 | | 0.00 | | | |
| N31 | KNXV | 10/08/12 | 10/08/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | M----- | :30 | 1 | \$500.00 | P-6 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N32 | KNXV | 10/05/12 | 10/05/12 | Friday Prime A Friday Prime A | CM | 7pm-8pm | ----F-- | :30 | 2 | \$1,000.00 | P-6 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | | 2 | \$1,000.00 | | 0.00 | | | |
| N33 | KNXV | 10/05/12 | 10/05/12 | Friday Prime B Friday Prime B | CM | 8pm-9pm | ----F-- | :30 | 1 | \$1,000.00 | P-6 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 46 | \$16,325.00 |